

# THE GOVERNOR'S AWARD FOR TRADE EXCELLENCE

STATE OF TENNESSEE



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**Applications are now being accepted for the 2012 Governor's Award for Trade Excellence in Tennessee.** The purpose of the award is to spotlight Tennessee companies demonstrating a commitment to expanding Tennessee's role in global markets and to celebrate export success. The program is coordinated by the Tennessee Department of Economic and Community Development, which accepts applications in three categories: large companies (250 employees or more); medium companies (under 250 employees) and small companies (under 25 employees). All companies registered as businesses in the state of Tennessee are eligible to apply and include manufacturing, agribusiness and service sectors.

**The objectives of the award program are:**

- To identify successful Tennessee exporters.
- To promote successful Tennessee exporters as role models to the business community in order to encourage greater participation in the global marketplace.
- To build relationships with foreign markets and build awareness of the impact of exports on Tennessee's economy.

Recipients of the award will be selected by the Tennessee Department of Economic and Community Development based on the company's application. Companies may nominate themselves or may be nominated by a trade association, customer or person familiar with the company's efforts. Final selection will be made by the Commissioner of Economic and Community Development. Awards will be presented to the winning recipients at the annual Governor's Conference on Economic and Community Development in Nashville on October 18 - 19, 2012.

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*The state of Tennessee seeks to recognize Tennessee companies making a significant contribution to or realizing significant success in international business, especially in the areas of manufacturing, agribusiness and services.*

Nominations may be made by the company itself, a trade association, a customer or a person familiar with the company's achievements.

### ELIGIBILITY

- 1) Any company duly registered with the Tennessee Secretary of State as a business operating in good standing under the laws of the state of Tennessee is eligible to apply or be nominated for the award.
- 2) The company must have been a Tennessee registered company for at least three years.
- 3) The company must have been engaged in export activities for at least 12 months prior to the application deadline.
- 4) Winners must agree to be photographed during the acceptance of the award and allow the state of Tennessee to use the photographs in promotional material. Winners must be willing to allow media coverage of the award presentation (however, proprietary information may be withheld according to the company's wishes).

### CRITERIA

Applicants are encouraged to present qualitative and quantitative data on their export success, including:

- Dollar value of total sales and dollar value of export sales from Tennessee in each of the last four years (complete fiscal or calendar years), including ratio of exports to gross sales.
- Percentage growth in export sales in each of the last four years (complete fiscal or calendar years).
- Total number of employees in Tennessee currently.
- Strategies by which the company overcame specific challenges to exporting.
- Evidence of a company-wide, long term commitment to export growth.
- Media coverage of companies' export efforts.

### APPLICATION PROCESS

- Deadline for applications is September 28, 2012.
- Applications may be downloaded from the Governor's Conference website at [www.tnecdcon.com/awards](http://www.tnecdcon.com/awards).
- All application data is considered proprietary to the company.
- Applications may be submitted online at [www.tnecdcon.com/awards](http://www.tnecdcon.com/awards).

## JUDGING

Applications will be screened by a committee consisting of employees of the Tennessee Department of Economic and Community Development and the U.S. Department of Commerce Export Assistance Center. Final recommendations will be made to the Commissioner of Economic and Community Development and the Office of the Governor. Awards will be presented at the Governor's Luncheon on October 19, 2012 during the Governor's Conference on Economic and Community Development at the Renaissance Nashville Hotel in Nashville, Tenn.

## SUBMISSION

***Send applications to:***

**Mail:**

2012 Governor's Award for Trade Excellence  
Tennessee Department of Economic and Community Development  
c/o Patrick Baird  
312 Rosa L. Parks Avenue, 11<sup>th</sup> Floor  
Nashville, TN 37243-1102

**or Email:** [patrick.baird@tn.gov](mailto:patrick.baird@tn.gov)

## 2012 Governor's Award for Trade Excellence Application

(applicants may attach supporting documents)

### 1. Nominated company information

Company name: \_\_\_\_\_

Contact person: \_\_\_\_\_

Title: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_

State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

E-mail address: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax : \_\_\_\_\_

Website: \_\_\_\_\_

Number of employees: \_\_\_\_\_ Year co. established \_\_\_\_\_

### 2. Category (please check one).

Large business (over 250 employees) \_\_\_\_\_

Medium business (under 250 employees) \_\_\_\_\_

Small business (under 25 employees) \_\_\_\_\_

### 3. Please list your company's annual average employment in each of the past three years:

\_\_\_\_\_ 2012

\_\_\_\_\_ 2011

\_\_\_\_\_ 2010

### 4. Please describe your product or service (maximum 100 words)

5. Which of the following best describes your company's international business relationships? (check all applicable categories)

☐ Direct export  
☐ Foreign distributors/agents  
☐ Joint ventures  
☐ Manufacturer's rep in foreign country  
☐ International branch  
☐ International subsidiary  
☐ Import  
☐ Other (please describe)

6. What percent of your total annual sales are/were export sales in the following years?

☐ 2012  
☐ 2011  
☐ 2010

7. What was the total dollar volume of exports from your company during the most recent 12 months for which information is available?

8. Over the last three years, which statement best describes your firm's export sales? (check one)

☐ Roughly equal growth in domestic and foreign sales.  
☐ Foreign sales growth exceeded domestic sales growth.  
☐ Domestic sales growth exceeded foreign sales growth.  
☐ Company does not sell products or services domestically.

9. Has your company participated in a TNTrade program over the past year? If so, please check the appropriate selection:

☐ MAP  
☐ TNTrade Medical Device Trade Mission, April 2012  
☐ TNTrade Automotive Trade Mission, July 2012

(If applicable) How many new employees have you hired since your participation in the TNTrade program above?

(If applicable) How has your participation in the above TNTrade activity affected your annual sales?

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